

U.S. PAVILION ZOOMARK 2005

May 5 – 8, 2005 – Bologna, ITALY



ITALY IS A TOP MARKET FOR U.S. COMPANIES
OFFERING PET PRODUCTS!

- Italy is the world's sixth largest industrial economy
- The Italian pet market has experienced the highest growth rates in Europe in recent years
- Total turnover in the Italian pet products market in 2002 was \$2.9 billion, a 4.3 percent increase over 2000.
- Pet ownership in Italy is increasing, making it the fourth largest pet sector in Europe
- American pet products enjoy the reputation of being innovative and of high quality, critical features for success in the European market. This excellent reputation puts U.S. manufacturers in a good position to boost sales in Europe

ZOOMARK 2005 IS ALSO A TOP
GATEWAY TO EUROPE

- ZOOMARK is the #1 pet products show in Italy, and second most important in Europe
- In 2003, ZOOMARK attracted 20,000 qualified visitors, including agents, distributors, and buyers from 66 countries
- In 2003, ZOOMARK featured exhibitors from 26 countries
- In 2003, ZOOMARK generated immediate sales and/or agreements for most U.S. exhibitors





THE U.S. PAVILION AT ZOOMARK DOES IT ALL FOR YOU!

Your Participation Made Easy!

The U.S. Department of Commerce's Foreign Commercial Service (FCS) and the U.S. Department of Agriculture's Foreign Agricultural Service (FAS) in Italy, offer you a unique partnership: we do all the background work and promotion, handle all the logistics and provide a fully furnished booth, including interpreter, lounge and communications services.

All you need to do is to come to ZOOMARK and make yourself available to meet hundreds of potential distributors and business partners there! FCS and FAS have extensive experience in organizing U.S. Pavilions at major shows worldwide!

You Get a Full Package of Market-Entry Services

- A 3x2 meter (9'9"x6'6") fully constructed and furnished booth (larger booths also available)
- On-site logistical and marketing assistance of USCS and FAS staff
- Interpretation services during the event
- An extensive promotional campaign throughout Italy, including articles in Italian trade magazines
- An exhibitors' lounge with refreshments
- A business lounge equipped with computers, fax, e-mail, Internet
- EXCLUSIVE: updated electronic lists of distributors, agents and buyers, FREE UPON REGISTRATION!

OPTIONAL: A schedule of pre-arranged one-on-one appointments with qualified Italian business contacts similar to the Gold Key service offered by FCS at a fee of \$700.

Basic Booth 3x2 meter (9'9"x6'6") fully furnished booth: Euro 2.880*

*(about \$3,600 at the exchange rate of Euro 1,00 = \$1.249)

Additional Booth Space available at Euro 400 per sqm.

**SPACE IS LIMITED AND THE U.S. PAVILION AT ZOOMARK ALWAYS SELLS OUT!
ACT NOW TO SECURE YOUR FOOTHOLD IN THE ITALIAN MARKET!**

To receive detailed information about participating in Zoomark 2005, fax this form to:

IN THE U.S.:

Edward Kimmel, International Trade Specialist
U.S. Department of Commerce, Washington, D.C.
Tel: 202-482-3640 – **Fax: 202-482-3981**
Email: Edward_Kimmel@ita.doc.gov

OR IN ITALY:

Simonetta Busnelli, Commercial Specialist
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U.S. PAVILION AT ZOOMARK 2005 – FAX REPLY FORM

☐ **YES!**

I'm interested in participating in the U.S. Pavilion at Zoomark 2005

Company: _____

Address: _____

City/State/Zip: _____

Tel: _____

Fax: _____

E-mail: _____

Website: _____

Contact Name: _____

Title: _____

1. Your mail business: ☐ Manufacturing

☐ Services

☐ Export trading company

2. Description of products/services sold: _____